

# VDTA NEWS

VACUUM DEALERS TRADE ASSOCIATION

The trade publication for the independent retailer

April 2018 | ISSUE 439

[www.vdta.com](http://www.vdta.com)

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CENTRALVAC  
Professional™

## Spring Cleaning is Here!

How are you engaging your customers with their spring cleaning tasks?

**2018 INDUSTRY  
HALL OF FAME  
INDUCTEES, PAGE 28**

**FEAR OF FAILURE  
BY JOHN TSCHOHL,  
PAGE 14**

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VDTA•SDTA E-newsletters?**

**Call 800-367-5651 if you aren't getting  
your industry news by email. Stay  
connected with your association!**

# Letter from the President

**Thank you to all attendees  
and exhibitors for another  
great Trade Show and  
Convention! We value  
your success and support!**

**The 2019 VDTA • SDTA  
International Trade Show  
and Convention will be  
in Las Vegas.**

## **Are you passionate about selling your products?**

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**Contact Chris directly at 970-690-2683 or email at  
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# CONTENTS

April 2018 | [www.vdta.com](http://www.vdta.com)

## In Every Issue

- 2 Letter from the President
- 6 Recognizing our Associate Members
- 25 Classified ads
- 26 Thank You Members

## Viewpoint

- 14 Fear of Failure, *Tschohl*
- 19 Collecting Dust, *Gasko*
- 20 Four Big Bad Sales Myths of 2018, *Jones*
- 22 Servant of All, *Barnhardt*

## Product Showcase

- 18 ProTeam Introduces Four High Dusting Kits
- 23 Amodex: Solving Many Stains with One Solution

## Industry News

- 10 Insurance Benefit for VDTA Members
- 11 Eureka Introduces New Versatile Power-Packed Vacuums
- 12 Consumers Using Tax Refunds to Pay Down Debt this Year, *NRF*
- 16 SBA Announces National SBIR Road Tour to Engage Innovative Entrepreneurs

## Feature

- 7 How to be a GREAT Salesperson by Monday Morning
- 28 2018 Industry Hall of Fame Inductees
- 31 VDTA/Epstein Scholarship Recipients
- 32 2017 VDTA•SDTA Independent Dealer of the Year
- 33 VDTA/Epstein Charity Fun Night Sponsors
- 34 2018 VDTA•SDTA New Product Showcase

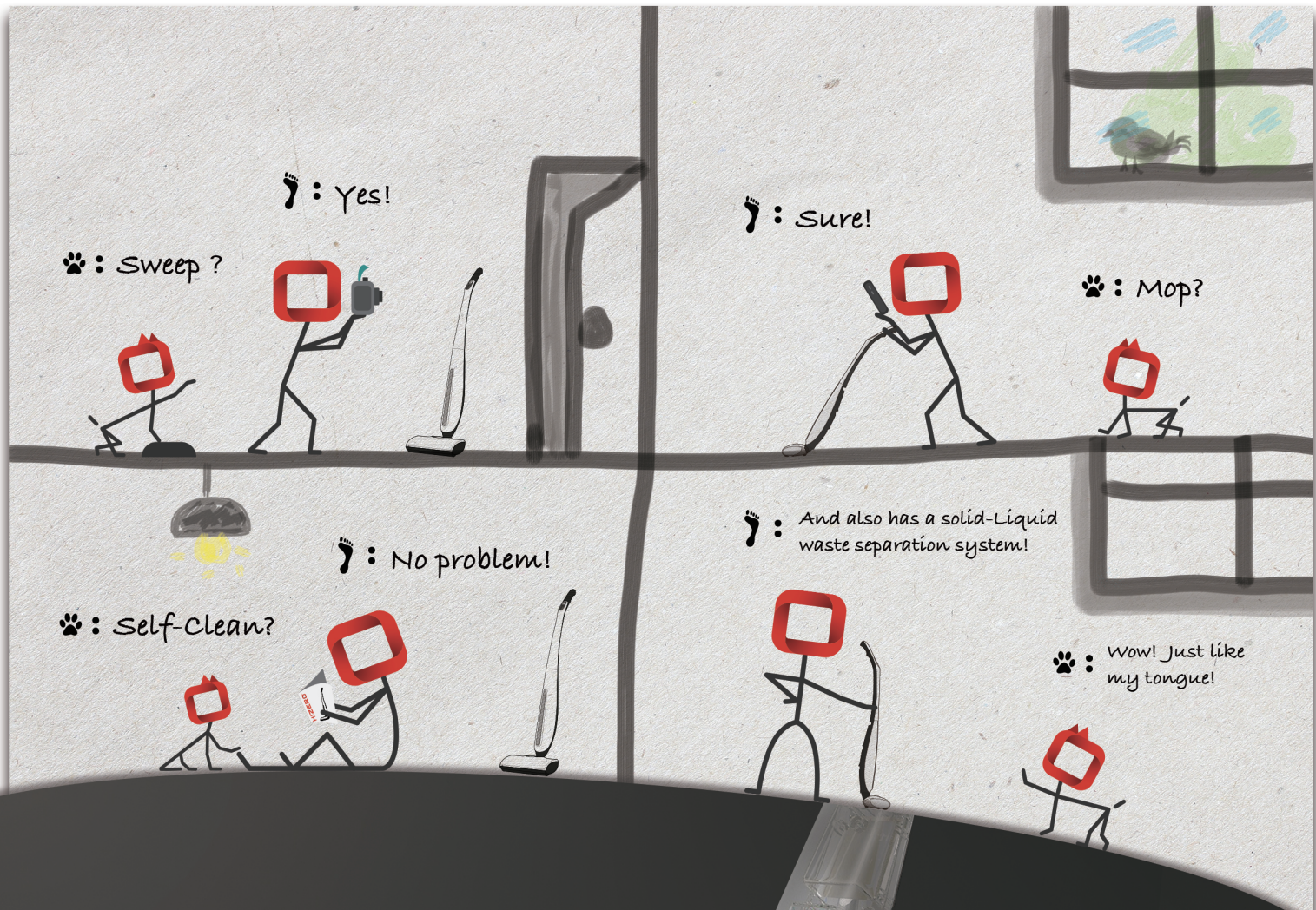
## Forms

- 9 Dealer of the Month Form
- 17 Postcard Order Form
- 47 Become a Member, Join VDTA!



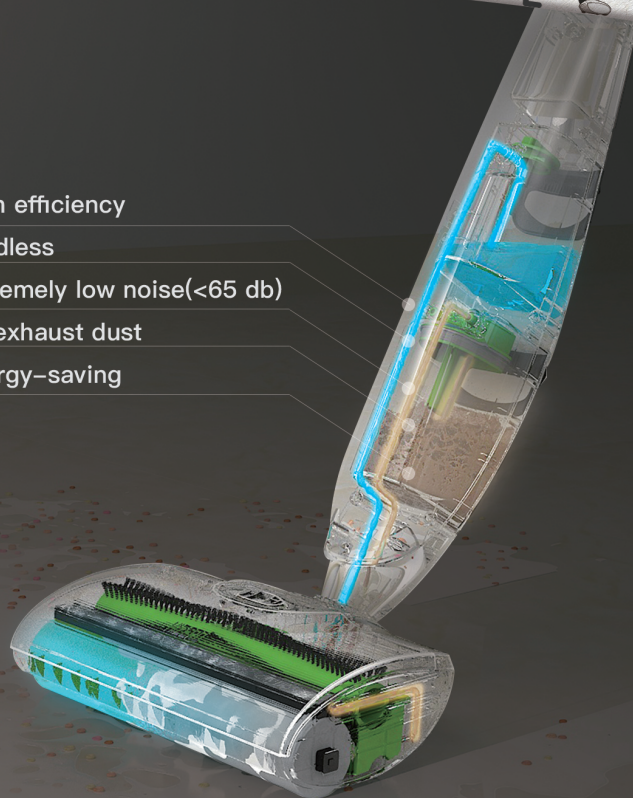
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New Product of the  
Year - VDTA 2017



# Recognizing Our Associate Members

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ARROW COMPANIES LLC  
ARTISTIC  
AVNAN ELECTRO INC  
BABY LOCK USA  
BERNINA OF AMERICA  
BISSELL HOMECARE INC  
BRANOFILTER GMBH  
BROTHER INTERNATIONAL  
CANA-VAC SYSTEMS  
CANPLAS INDUSTRIES LTD  
CLOVER NEEDLECRAFT INC  
COATS & CLARK INC  
CWP TECHNOLOGIES  
CYCLOVAC - TROVAC INDUSTRIES LTD  
DESCO VACUUM CLEANER SUPPLY  
DOMEL  
DULWICH HILL SEWING CENTRE  
DYSON INC  
ELECTRO MOTOR LLC  
ELECTROLUX CENTRAL VACUUMS - BEAM  
ELECTROLUX SMALL APPLIANCE GROUP  
ELNA INC  
EMERSON COMMERCIAL & RESIDENTIAL SOLUTIONS  
ENVIROCARE TECHNOLOGIES LLC  
ESSCO  
EURO-NOTIONS INC  
FAMORE CUTLERY / SPECIALTY PRODUCT SALES  
FLEXAUST-TUEC  
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FLOOR CARE EQUIPMENT LTD  
GRAND RIVER RUBBER & PLASTIC  
GROZ-BECKERT  
HIDE-A-HOSE INC  
HOME CARE PRODUCTS LLC/ DVC ZHAO HUI FILTER  
HOOPSISTERS  
HOOVER VACUUMS  
HORN OF AMERICA INC  
HOST / RACINE INDUSTRIES  
H-P PRODUCTS INC  
HUSQVARNA VIKING SEWING MACHINES  
IROBOT CORPORATION

JANOME AMERICA  
JKL GLOBAL SALES INC  
JOHNNY VAC  
JOYA DISTRIBUTING CO  
KENT INVESTMENT / CARPET EXPRESS  
KIRBY COMPANY  
LINDHAUS USA  
LINDSAY MANUFACTURING  
M D MANUFACTURING INC  
MIELE INC  
MODA FABRIC  
MYRATON INDUSTRIES  
NADAIR INTERNATIONAL  
NORTHPOINT COMMERCIAL FINANCE  
NUERA AIR / DUO VAC  
ORECK VACUUMS  
PACVAC PTY LTD  
PFAFF SEWING MACHINES  
PLASTIFLEX GROUP NORTH CAROLINA  
PRO-LINE DISTRIBUTING  
PROTEAM  
PRYM COMSUMER USA  
QUALTEX GLOBAL LTD  
REXAIR LLC  
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SIMPLICITY VACUUM  
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SIRENA INC  
STEEL CITY VACUUM CO INC  
SUZHOU MINKANG FILTER CO LTD  
SVP WORLDWIDE  
SYNCRONY FINANCIAL  
TACONY CORPORATION  
TACONY SEWING CENTRAL  
THORNE ELECTRIC CO  
TIP TOP PARTS  
TRANSNATIONAL  
TRI-TECHNICAL SYSTEMS INC  
TTI FLOOR CARE NORTH AMERICA  
UNITED NOTIONS  
VAC PRO'S  
VACUMAID CENTRAL VACUUM SYSTEMS



# How To Be A GREAT Salesperson. . . by Monday Morning!

By David R. Cook

## *Skyrocket Your Sales: THE ULTIMATE GUIDE FOR CLOSING A DEAL*

In 2018, the world of sales looks exponentially different. Forecasters predict one million traditional salespeople will lose their jobs within the next two years. Evolving technology is creating new trends and challenges, so how can you avoid becoming another statistic?

Enter the definitive manual for success in sales: *How To Be A GREAT Salesperson...by Monday Morning!* (Captivating Press) by award-winning author David R. Cook. As a leading authority on sales training, coaching and motivation, Cook offers real-world closing techniques that will deliver immediate results and increase your sales faster than you ever thought possible.

"Sales training is never ending. A true professional will tell you that. I am a student of sales and always will be," says Cook. "This book makes it easy for sales pros to get themselves in tune with selling skills and closing skills which will dramatically increase their bottom line."

*How To Be A GREAT Salesperson...by Monday Morning*, selected as a Top 10 'Must Read' book in sales and marketing, is the ultimate guide for sales acceleration. Filled with essential tools, tactics, and resources, Cook simplifies the sales process with practices that are easy to understand and employ—whether you are selling cookies or a skyscraper.

"The only difference between you and someone who is more successful than you is that they know something you do not. It's up to you to find out what that something is. That something is explained in this book."

"Keep this book by your side, so you can constantly review all the closing techniques you have for immediate use," says Cook. "This will become a book that you read for the rest of your life. It's a reminder of how great you can be."

**About the Author:** Award-winning author Dave Cook, CEO and founder of Sales Training On-the-Go, is one of the most in-demand experts on sales training, coaching, and motivation around the world. Cook is the #1 rated producer at Business and Legal Resources (BLR), with awards including: CEO / President's Club Award for Outstanding Sales Achievement for all eleven years of his employment and the Joe Berneski Leadership Award for Outstanding Leadership Skills.

**Learn more about Dave Cook at**  
**[www.salestrainingonthego.com](http://www.salestrainingonthego.com) and connect**  
**with him on LinkedIn, Twitter, and Facebook.**

Using real-life examples and step-by-step strategies, Cook challenges readers to advance their current sales style, unveiling:

- The three crucial ingredients to closing any deal: enthusiasm, benefits, and urgency
- The difference between demonstrating a product and selling it
- Keep the conversation going: Always ask open-ended questions
- Stop selling: Know when it's time to go for the close
- The importance of enthusiasm and benefits
- How to schedule your follow up calls/meetings so *YOU* are in control
- How to create urgency: reasons for your customers to purchase now!

**Another great deal from**  
**STEELCITY**  
VACUUM COMPANY  
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# We Want to Write About You!

## 2018 Dealers of the Month

### Help The Industry

by sharing your best practices, advice, and what makes you successful.

**Nominate YOUR OWN business or another dealer.**

**Fill out the form TODAY, see page 9 or [www.vdta.com](http://www.vdta.com)**

Mail to 2724 2nd Avenue, Des Moines, IA • Fax to (515) 282-4483 • Email to [mail@vdta.com](mailto:mail@vdta.com)

## Follow the VDTA

Connect with VDTA staff, dealers, manufacturers, and a new generation of customer for the latest news, advice, and promotional opportunities.



**Coming soon to  
Facebook:  
2018 Trade Show  
pictures!**

**Facebook:  
[www.facebook.com/VDTASDTA](http://www.facebook.com/VDTASDTA)**



# VDTA•SDTA Dealer of The Month

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Owner's Name \_\_\_\_\_ Web site \_\_\_\_\_

Address \_\_\_\_\_ E-mail address \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Local Newspaper \_\_\_\_\_

1. What year was your store established? \_\_\_\_\_

2. How many stores do you operate? \_\_\_\_\_

3. How many employees do you have? \_\_\_\_\_

4. What product lines do you carry? \_\_\_\_\_

5. What services do you provide? \_\_\_\_\_

6. Is your business family run? How many generations? \_\_\_\_\_

7. What is your age group: ☐ 40 - under ☐ 41 - 50 ☐ 51 - 60 ☐ 61 plus

8. Check all equipment that your business carries:

☐ Vacuum ☐ Vacuum/Central Vacuum ☐ Vacuum & Sewing ☐ Janitorial

☐ Sewing Machines ☐ Quilt Shop with Sewing Machines ☐ Longarm machines

☐ Quilt Shop without Sewing Machines ☐ Other \_\_\_\_\_

9. Do you have and maintain e-mail lists of your customers? ☐ Yes ☐ No

10. Do you have and maintain direct mail lists of your customers? ☐ Yes ☐ No

11. Do you have a rental program for sewing machines? ☐ Yes ☐ No

12. Do you rent time on a longarm quilting machine to quilters to machine quilt? ☐ Yes ☐ No

13. Do you offer sewing /quilting classes in your store? ☐ Yes ☐ No

**On a separate sheet of paper or email (to mail@vdt.com) please answer the following**

14. How often do you offer classes and what age group do you target?

15. Community projects you participate in or support.

16. Marketing plans you have done that draw people to your store.

17. Any awards received from a manufacturer or from your community.

18. What tips of success or advice do you have for other independent retailers in the industry?

19. Share a paragraph about the history of your business and how it has grown?

20. How often do you attend the VDTA•SDTA Annual Convention? IE: Every year, every 2 yrs, etc:

21. What makes your shop stand out in your community.

23. Are you a member of the VDTA•SDTA? ☐ Yes ☐ No

24. What year did you join? \_\_\_\_\_

**Fax to: 515-282-4483**

**Mail to: Dealer of the Month, VDTA•SDTA, 2724 2nd Ave, Des Moines, IA 50313.**

**E-mail to: mail@vdt.com.**

You may also visit [www.vdt.com](http://www.vdt.com), click on "Members," and fill out the form online and submit.  
You must be a current member of VDTA•SDTA to be selected as the Dealer of the Month.



## Are You Properly Protected?

The **Vacuum & Sewing Dealers Trade Association** is proud to announce the availability of business and professional liability insurance through our partnership with Association Business Programs. Whether you require a standard policy or a customized solution, they provide access to the best liability protection to suit your needs today, and as your business evolves. Coverages include:

- General Liability (Business Owners Policies)
- Business Property/Inventory
- Business Auto
- Professional Liability (E&O)
- Management Liability
- Workers' Compensation
- Cyber Liability
- Surety Bonds
- Umbrella

### Benefits of VDTA/SDTA Liability Insurance:

- Deductible options ranging from \$500 to 10,000
- Premiums starting as low as \$500/year
- Liability up to \$4,000,000
- Coverage for firms of all sizes
- A.M. Best A+ rated carriers
- Worldwide coverage
- Interest free payment plans

VDTA/SDTA members have access to an experienced team who understands industry specific insurance products.

**Don't get caught unprotected.**



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# Eureka® Introduces New Versatile, Power-Packed Vacuums at 2018 International Home + Housewares Show

Eureka®, the floorcare brand behind a leading home cleaning appliances manufacturer, continues on the path of innovation with the introduction of its next generation of vacuum cleaners that deliver the deepest cleaning with the most value for consumers. Eureka officially debuted the products at the 2018 International Home + Housewares Show (IHHS) at booth L12256 on March 10-13.

Eureka's newest vacuums include the Eureka® PowerPlush Lightweight Cordless and a two-model series; the Eureka® PowerSpeed Turbo Spotlight and the Eureka® PowerSpeed Turbo Spotlight with Swivel Plus. All three products are powerful, easy to maneuver and loaded with tons of features and accessories to make cleaning a breeze.

The Eureka® PowerPlush Lightweight Cordless vacuum has full sized cleaning power and features a soft brushroll that works great on all surfaces and is optimized for hard floors.

The Eureka® PowerSpeed Turbo Spotlight is a premium vacuum that can tackle every job around the home. The vacuum boasts many convenient features, including LED Headlights to illuminate hard to see spots and a pet Turbo Brush. The Eureka®

PowerSpeed Turbo Spotlight with Swivel Plus includes the same features as above, plus a swivel steering nozzle that easily maneuvers under and around furniture.



"Almost everyone can recall having had a Eureka vacuum in their home, yet after more than 100 years of innovation, we are just getting started," said Ting Ting Cheng, Vice President at Midea America. "We are innovating in technology and design like never before to bring consumers products that are powerful, multi-purpose and affordable to fit every lifestyle."

**About the Company:** Founded in 1909 in Detroit, Michigan, USA, Eureka® offers a full line of vacuums, including uprights, canisters, sticks, handhelds, and cordless. For over 100 years, Eureka continues to innovate and bring to market new and exciting products, making it a household name in North America and all around the world. Eureka® was acquired by Midea America Corp. in 2016, a partnership that combines Eureka's heritage with Midea's extended manufacturing capabilities and full market coverage. For more information, visit [www.eureka.com](http://www.eureka.com).

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# Consumers Using Tax Refunds to Pay Down Debt and Save This Year

More Americans than ever plan to hold on to their tax refunds this year rather than spending the money they get from the IRS, according to the annual tax refund survey released by the National Retail Federation and Prosper Insights & Analytics.

“Tax return season is a time when consumers plan and prioritize financially, whether it is paying down debt or saving for a rainy day,” NRF President and CEO Matthew Shay said. “With the passage of tax reform and the expectation of more disposable income, we expect to see consumers prioritizing how and when they spend their hard earned dollars, especially during the back-to-school and holiday seasons.”

Of the 65% of taxpayers expecting a refund, 49% say they will put it into savings. That’s up from 48% last year and the highest level in the 12-year history of the survey. Meanwhile, 35% will pay down debt, in line with last year and the lowest level since 2016 — all far below the peak of 48% seen during the recession in 2009.

Only 22% will spend this year’s refunds on everyday expenses, the second-lowest level in survey history after last year’s 21%. Beyond that, 12% will use the money for a vacation; 10% will “splurge” on dining out, trips to a spa or apparel; 9% will invest in home improvements; and 8% will make major purchases ranging from a television or furniture to a car.

“Younger consumers are being more mindful about their hard-earned money, especially those 18-24 who have already filed their taxes this year, higher than any other age group,” Prosper Executive Vice President of Strategy Phil Rist said. “Although this group is focused on allocating a portion of their refunds to savings, they are also more likely to use them for everyday expenses compared with any other age group.”

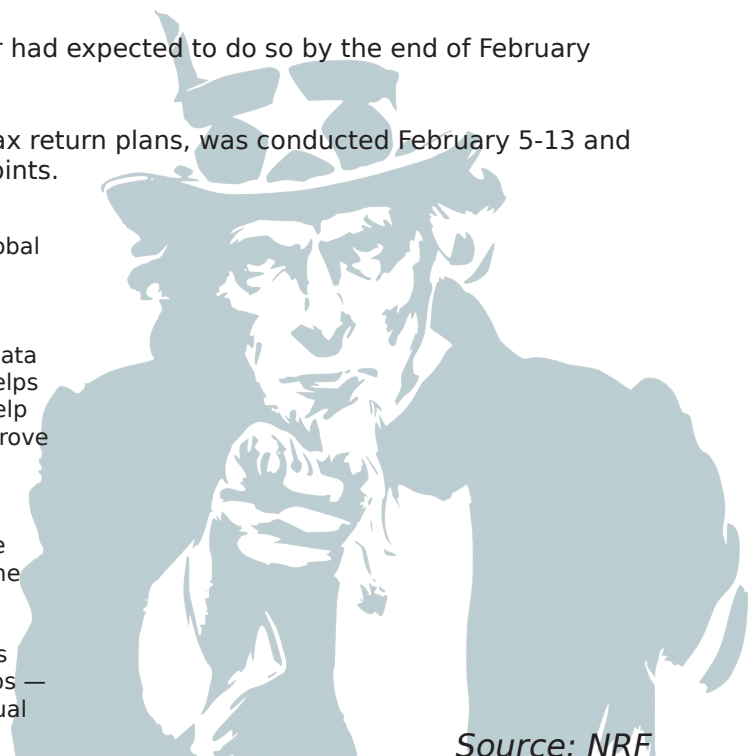
According to the survey, 67% of Americans file their taxes online, with 39% using computer software, 20% hiring an accountant, 17% going to a tax preparation service, 14% preparing their taxes manually and 9% seeking help from a spouse, friend or relative. Among those using a tax preparation service, consumers are spending \$5.7 billion on tax services — an average \$132.93 per person, up slightly from last year’s \$131.66.

Of those surveyed, 59% have already filed their taxes or had expected to do so by the end of February while 27% will file in March and 14% in April.

The survey, which asked 7,657 consumers about their tax return plans, was conducted February 5-13 and has a margin of error of plus or minus 1.1 percentage points.

**About the Organization:** Prosper Insights & Analytics is a global leader in consumer intent data serving the financial services, marketing technology, and retail industries. We provide global authoritative market information on U.S. and China consumers via curated insights and analytics. By integrating a variety of data including economic, behavioral and attitudinal data, Prosper helps companies accurately predict consumers’ future behavior to help identify market behaviors, optimize marketing efforts, and improve the effectiveness of demand generation campaigns.  
[www.ProspersInsights.com](http://www.ProspersInsights.com)

**About the Association:** NRF is the world’s largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants and internet retailers from the United States and more than 45 countries. Retail is the nation’s largest private-sector employer, supporting one in four U.S. jobs — 42 million working Americans. Contributing \$2.6 trillion to annual GDP, retail is a daily barometer for the nation’s economy.



Source: NRF





Tom Proctor



Pat Bocka



Thomas Bianco



Cliff Brady



Paul LaPonte



Randy Thomas



David Epstein



Amy Baughman



Mary Hess



Jim Barnhardt



Bob Boffoli



Trail DeGondea

Thank you to the

**VDTA•SDTA**

board members for their hard work in  
growing our association and industry!

Look for articles by your board in  
upcoming issues of *SQE Professional* &  
*Floorcare-Central Vac Professional*.



# Fear of Failure

**“One of the greatest discoveries a man makes, one of his great surprises, is to find he can do what he was afraid he couldn’t do.”**

**~ Henry Ford**

**A**re you afraid to fail? If so, your fear of failure is likely to limit your chances of success. If you look at really successful people, you will often find significant failures in their backgrounds. The list is lengthy and includes college dropouts such as Bill Gates, Steve Jobs, and Mark Zuckerberg. Why? There are a lot of reasons. Most stem from the fact that they are (1) willing to try new things, (2) not afraid to “rock the boat,” and (3) they are able to take a bad situation, turn it positive and learn from their mistakes

Many people respond to a crisis by being overwhelmed by stress, which turns to fear. It is easy to be afraid when you have a crisis situation in your business, but if you remain calm, the people around you will be too. Together a strong team will be able to turn anything around.

A good example of that was Franklin D. Roosevelt. When World War II was looming and America’s economy faced setbacks, he remained calm with world leaders and the outcome was just as he had recommended. He stood steadfast in the face of anxiety, pressure from world leaders, and insecurities of political parties. He faced fear.

**“I have learned over the years that when one’s mind is made up, this diminishes fear; knowing what must be done does away with fear.”**

**~ Rosa Parks**

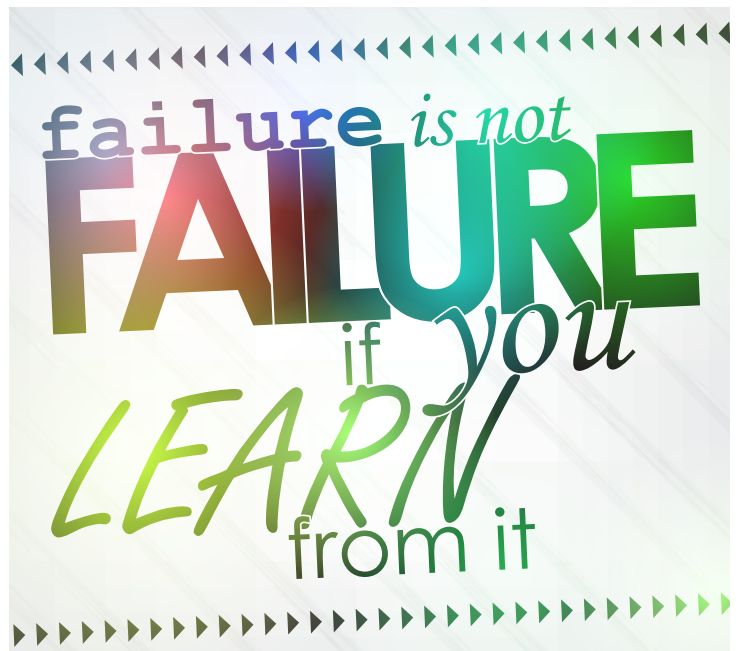
Accelerate your growth by: (1) Being innovative and (2) Don’t be afraid to fail. Even if your innovation does not work, you have little chance for success unless you try. If it does fail, you can learn from your mistakes, take corrective action, and try again.

## ***Good advice from the Wall Street Journal***

There are two posters published by the *Wall Street Journal* that I’d like to share:

### ***DON’T BE AFRAID TO FAIL***

- You’ve failed many times, although you may not remember.
- You fell down the first time you tried to walk.
- You almost drowned the first time you tried to swim.
- Did you hit the ball the first time you swung a bat? Heavy hitters, the ones who hit the most home runs, also strike out a lot.
- Were you able to skate or jump rope the first time you tried?
- R.H. Macy failed seven times before his store in New York caught on.
- 3M Corporation, one of the most successful companies in the world, was a dismal failure during its first 10 years.
- English novelist John Creasey got 753 rejection slips before he published 564 books.
- Babe Ruth struck out 1,330 times, but he also hit 714 home runs.
- Worry about the chances you miss when you don’t even try.





## AIM HIGH ENOUGH SO YOU WILL NEVER BE BORED

- The greatest waste of our natural resources is the number of people who never achieve their potential.
- Get out of that slow lane.
- If you think you can't, you won't.
- If you think you can, there's a good chance you will.
- Even making the effort is likely to make you feel like a new person.
- Reputations are made by searching for things that can't be done and doing them.

Many of the companies that were once great are now gone or on their way out, largely because they became too afraid to fail. According to *Forbes*, in the 1920s, the average lifespan of a successful S&P 500 Company was 67 years. It is now 15 years.

To have a bright future you have to try new things. You have to risk failure to achieve great success. You need to listen to your customers and implement a customer service strategy. And remember, employees are proud to work for an organization that is committed to excellence in service to people. Money is important but not the key to success.

**A clear and obvious commitment to quality service and a broad-based training and development program is key to building your future. ~John Tschohl**

**About the Author:** John Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries. He is considered to be one of the foremost authorities on service strategy, success, empowerment, and customer service in the world. John's monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn, and Twitter.



## GO GREEN, GO CLEAN, GO Detergent-Less Laundry System

### **Business Opportunity**

Oxidizer Pro Inc. is seeking a Dealer in your area to distribute the Oxidize It™ Detergent-Less Laundry System. Oxidizer Pro Inc has a proven sales and marketing plan for you. Oxidize It™ Detergent-Less Laundry System provides many dealers with high margins. Oxidizer Pro offers you exclusivity in your specific territory as well. The Oxidize It™ Detergent-Less Laundry System is only sold through in home/ direct sales (It is not sold online). If you are seeking a new business opportunity and/or looking to add to your present product line, our detergent-less laundry system can be a product that gives you the advantage.

- Use it for closing sales (Saves the customers \$50-\$60 a month - to help offset the investment)
- Sales to your existing customers in your service program
- A sale to a customer who does not purchase other products from you
- A great item for getting referrals to their friends & family
- An attention getter at home shows and exhibits

To Inquire more information call Oxidizer Pro Inc.



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# SBA Announces National SBIR Road Tour to Engage Innovative Entrepreneurs

The U.S. Small Business Administration announced it will launch an 18-state road tour connecting entrepreneurs with next generation Research & Development ideas to the largest source of early stage funding led by the SBA's Small Business Innovation Research and Small Business Technology Transfer programs.

"We are dedicated to supporting America's entrepreneurs wherever they are. American innovation is not restricted by geographic or cultural boundaries," SBA Administrator Linda McMahon said. "This tour reflects our commitment to ensuring that these innovators are aware of the resources that can help them turn a big idea into another great American innovation story."

The SBIR Road Tour plays an important role in increasing engagement with entrepreneurial ecosystems across the country and building out a greater network to support the creation of small businesses focusing on high-impact research.

The SBIR Road Tour also advances several goals of the SBIR/STTR programs, including outreach to increase the participation by women, individuals who are socially and economically disadvantaged, as well as small business owners who reside in underrepresented states.

Each SBIR Road Tour stop will be hosted by a local organization involved in supporting entrepreneurs in next generation Research & Development. Program managers from the 11 participating federal agencies will conduct one-on-one meetings with attendees, take part in targeted panels, and share insights into how their agencies make funding decisions.

The SBIR/STTR programs provide \$2.5 billion in early stage funding to small businesses each year in a wide variety of technology areas such as unmanned systems, advanced materials, health, cybersecurity, and defense. The SBIR/STTR programs execute over 4,000 new awards annually. These awards have helped innovators advance new technologies and have contributed to the creation of thousands of jobs.

## NATIONAL ROAD TOUR SCHEDULE 2018:

- The Southern Tour will run from April 16-20 with stops in Chattanooga, TN; Huntsville, AL; Little Rock, AR; Jackson, MS; and Baton Rouge, LA.
- The Eastern Tour will run from June 18-22 with stops in Rochester, NY; Pittsburgh, PA; Columbus, OH; Charleston, WV; and Durham, NC.
- The Pacific Northwest Tour will run from July 17-19 with stops in Portland, OR; Seattle, WA; and Anchorage, AK.
- Finally, the New England Tour will run from August 20-24 with stops in Wilmington, DE; New Haven, CT; Providence, RI; Manchester, NH; and Portland, ME.

Small technology firms, innovators, scientists or researchers seeking more information on the SBIR Road Tour, including a schedule of stops and participating agencies should visit: [www.sbirroadtour.com](http://www.sbirroadtour.com).

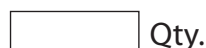
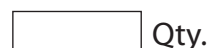
For more information about SBIR/STTR programs, please visit [www.sbir.gov](http://www.sbir.gov).

**About the Organization:** The U.S. Small Business Administration (SBA) was created in 1953 and is a Cabinet-level agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. The SBA helps Americans start, build and grow businesses, and recover from disasters. Through an extensive network of field offices and partnerships with public and private organizations, the SBA delivers its services to people throughout the United States, Puerto Rico, the U.S. Virgin Islands and Guam. To learn more about SBA, visit [www.sba.gov](http://www.sba.gov).

Source: SBA



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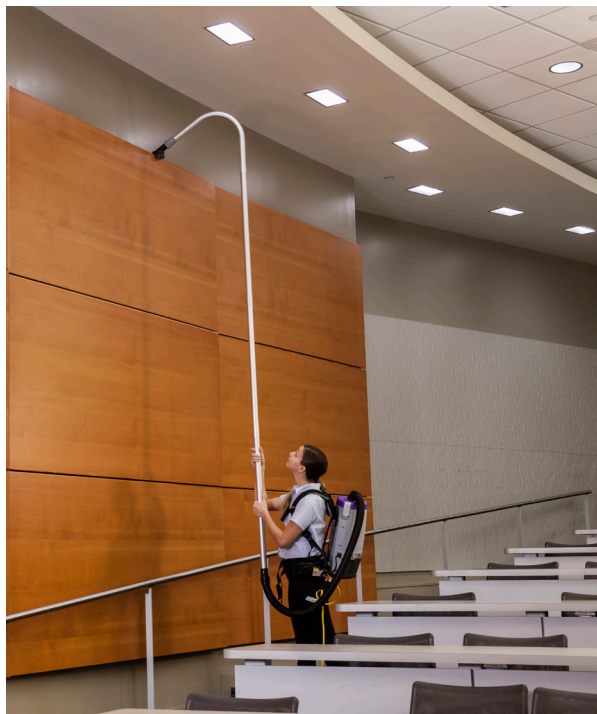
# Proteam Introduces Four High Dusting Kits

ProTeam®, the company internationally recognized for innovative vacuum technology, introduces High Dusting Kits that bring many above-the-floor areas within the cleaner's reach. New wands and attachments are available individually or in four different kit configurations, all designed to clean high areas efficiently and safely.

"Many difficult-to-reach surfaces that harbor dust are never cleaned," said Jacalyn High, ProTeam Marketing Director. "Others are cleaned rarely and only by using step stools or ladders. Our new High Dusting Kit allow for cleaning high places with two feet planted safely on the ground."

Three-piece straight friction fit wands create an additional 10-12 feet of reach. The ProBlade® Hard Surface Tool creates superior suction to clean air return vents, ceiling tiles, ledges, and more. Two curved wands with 45-degree and 135-degree bends reach the tops of lockers, shelving, light fixtures, and ceiling fans. Pipe cleaning tools clean overhead ducts and exposed pipes between one and eight inches in diameter.

All together, the new High Dusting Kits give cleaners the versatility to tackle many difficult above-the-floor cleaning challenges on a routine basis. These new wands and tools capture dust and prevent it from falling onto places where people work, eat, and learn.



**About the Company:** ProTeam is a vacuum manufacturer providing innovative and ergonomic equipment to make professional cleaners more productive. Designed to be comfortable and intuitive to use, ProTeam vacuums save time, money, and resources while improving indoor air quality. For more information about ProTeam products, call 1-866-888-2168 or visit [ProTeam.Emerson.com](http://ProTeam.Emerson.com).

**About the Company:** Emerson (NYSE: EMR), headquartered in St. Louis, Missouri (USA), is a global technology and engineering company providing innovative solutions for customers in industrial, commercial, and residential markets. Our Emerson Automation Solutions business helps process, hybrid, and discrete manufacturers maximize production, protect personnel and the environment while optimizing their energy and operating costs. Our Emerson Commercial and Residential Solutions business helps ensure human comfort and health, protect food quality and safety, advance energy efficiency, and create sustainable infrastructure. For more information, visit [Emerson.com](http://Emerson.com).



# Collecting Dust

**By Tom Gasko, Tacony Vacuum Museum Curator**

As the Curator of Tacony's Vacuum Museum, people always ask me what I use to clean my home with. I have a small number of vacuums that are 'in rotation' – I have a "vacuum of the month." I love vintage vacuums, so almost all the vacuums I use at home are more than 30 years old.

About three years ago, Tacony Manufacturing came out with a brilliant attachment for people with Central Vacuum Systems, as well as vintage tank and canister cleaners – The Volt cordless power nozzle. It's one of the greatest development in vacuum attachments since Lewyt invented the power nozzle in 1957.

I love my central vacuum. It's my favorite. So quiet and powerful. I have a Vacuflo cyclonic central vacuum. A commercial model to be exact. With twin motors, and a cherry bomb car muffler, this is one awesome machine. It's like owning a Spencer Turbine central vac but without the 4 phase power requirement. My Vacuflo is connected to a sixty foot Hide A Hose. I also have a Vroom under the kitchen sink, a Wally Flex at my workbench in the garage as well as the laundry room, a garage valve and garage cleaning kit, and a Vac Pan.

But it's the Volt power nozzle from Tacony that really makes my central vac into my favorite to use. With a sixty minute run time, the Cordless Volt Nozzle utilizes the overwhelming, constant suction of the twin motor Vacuflo in a way no other machine can. I know, my Volt has a Riccar hood, but it was a prototype and I was one of the first people to use one. Mine has never failed me. I did replace the wood brush roller with the steel agitator, since I have the hair from two Border Collies to deal with.



The cherry bomb car muffler was the brilliant idea of Evan Rogers, my friend and the installer of the Vacuflo. Evan owns The Vac Shack in Festus, Missouri. Originally, the exhaust from my Vacuflo was very loud outside my house. Like a tornado siren. Since the exhaust line is 3 inch rather than 2, Evan came up with quieting this commercial Central Vac down with a car muffler. It worked like a charm. My roaring twin engines sound like a dryer exhaust when standing outside my home.

Most of the appliances in my home are vintage. My 1984 KitchenAid Superba dishwasher is one example. Owning the Volt power nozzle, I can use it with my 1937 Electrolux or my 1952 Rexair. I think the Volt is one of the greatest inventions of the past 20 years, and has certainly allowed me to really get to use ALL my vintage tank and canister cleaners.



The Vacuum Cleaner Museum is located at #3 Industrial Drive in St. James, MO It's open 9 – 5, Monday through Saturday. Admission is free.



# Four Big Bad Sales Myths of 2018

**By Justin Jones**

I recently had the opportunity to debunk a few myths about wolves. I visited the Colorado Wolf and Wildlife Preserve and came face-to-face with some misconceptions. Our culture is permeated with tales of the Big Bad Wolf, leading to widespread hunting of these animals to the point of endangerment.

The reality is that people have nothing to fear from wolves. My experience with a particularly friendly wolf named Micah got me thinking about how, in sales, we sometimes constrain ourselves with limiting beliefs, or myths, and now is the perfect time to debunk these falsities and rethink how you are going to approach sales in 2018.

## **MYTH #1: EXPERTISE IS THE SOURCE OF OUR CREDIBILITY.**

Most of us are all too eager to demonstrate our product and business knowledge and quickly take control of a customer interaction to demonstrate expertise. We believe this will help our clients trust and buy from us. However, as Amy Cuddy finds in her recent book *Presence*, competence is only part of what compels trust. And, it's the lesser part!

Before clients consider our competence or expertise there's something else they're looking for: they're looking for warmth. Are we real? Are we authentic? Unfortunately, the more we hammer our amazing expertise, the less authentic we appear. Micah the wolf reminded me of this.

While heavily socialized, he's very much a wild animal, and I was entering his turf. Whether he would give me any attention was entirely up to him. What made all the difference for Micah and me was my effort to engage with him on his terms. I didn't try to show him my alpha experience. I met him at his level (literally), and the reward was something I'll never forget.



I spoke the other day with an Account Management team from a leading mortgage technology firm, and they approached a recent client meeting in a similar fashion. They went in without an agenda except to talk with the customer about their business. The client responded by openly sharing information about two key initiatives that led to new opportunities. The team reported their delight in what felt like a "natural," and "authentic" meeting and were eager to experiment with more clients.

Give less weight to expertise in your next meeting and see happens. Your clients will respond, just like Micah did.

## **MYTH #2: THE CUSTOMER IS ALWAYS RIGHT.**

Today our customers are much further along in their buying decision by the time we talk to them. This makes our job a lot harder because, thanks to many online resources, customers are much better informed and often have their eyes on a specific solution. But that doesn't make them right, no matter how sophisticated a buyer they are. If we slip into order-taking mode, we end up in commodity-ville, talking about a limited solution that can be easily compared to the competition.

However, if we press for more discovery we're almost certain to find that the client's definition of the problem is limited, or even incorrect. To the extent we can reframe the customer's certainty and fixation we graduate from "problem-solver" - just like every other vendor who calls on them - to the more coveted and differentiated "problem finder" role.

## **MYTH # 3: BIG DATA WILL SAVE US.**

The benefits of Big Data are all around us. A.I. and predictive analytics are already being used to make our lives easier. After clicking only once on an ad for online bedding retailer Brooklinen, they showed up on every site I frequent, making it easy to build a relationship, and, yes, place an order. Many of our clients are likewise experimenting with this technology to identify leads. While this functionality is fantastic, we see



it leading too often to limited engagements. Sales people are over-relying on data to close ready-made deals. In a fashion, they're combining this myth with the previous two: they leverage data to quickly demonstrate their expertise in the specified areas and make a wrong assumption about the customer's problem. The promise of big data is real, but only insofar as it's used to enable greater problem finding—not quicker problem solving and selling.

**MYTH # 4: FOCUSING ON NUMBERS WILL DRIVE REVENUE.** This last myth is pervasive among both sales people and their managers. I understand the power of the maxim 'What gets measured gets done.' But we've taken this to an extreme such that sales managers and their teams spend an inordinate amount of time and emotional calories reporting on their pipelines. The unintended consequence: sales becomes dumbed down into a revenue drone. It's no longer about our customers and the interesting things they're doing with their businesses and how we can help them. It's about delivering our numbers—or at least paying lip service to doing so. The remedy for sales managers is as simple as asking your teams about the interesting things they're seeing in their accounts. What's something new they've learned from a customer? Which accounts are they feeling excited about and why? You'll have a much clearer picture about progress in each account, and you'll open up your conversations toward what really matters: how your business can help your clients solve their problems.

It's time to throw these myths to the wolves. When, instead, sales people focus on authentic connection and active problem-finding, they're at their very best. Let Big Data point you in a direction, but remember it's just a starting point. And, finally, turn your forecasting games into conversations about your customers. Let these myth-busting moves turn your 2018 into seven-figure deals.

**About the Author:** Justin Jones is the co-founder, with Ashley Welch of Somersault Innovation, a Design Thinking consulting firm providing a unique approach to sales development. He is the co-author of *Naked Sales: How Design Thinking Reveals Customer Motives and Drives Revenue*. For more information, please visit, [www.somersaultinnovation.com](http://www.somersaultinnovation.com).

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# Servant of All

**M**ark 9:35 – “Anyone who wants to be first must be the very last, and the servant of all.”

This bible verse was written about 2,000 years ago. It's still as true today as it was then.

Think about it. Who have our most popular Presidents been? Washington, Lincoln, Kennedy, Reagan? The thing these great men had in common was their desire for unity and serving others, including the people who elected them.

Then you have today's philanthropists. People like Bill and Melinda Gates, Warren Buffett, Richard Branson, Brad Pitt, and Earvin “Magic” Johnson. What do they have in common? They are obviously successful people who want to give something back. Part of their valuable time is spent serving others.

Did you know that at the age of 85, former President Jimmy Carter still picks up a hammer each year and leads a homebuilding project for Habitat for Humanity? This is a former president doing manual labor. Serving others...

Some might find it odd that the people mentioned above would be “servants of all.” Some work to donate funding to those in need. Others such as Jimmy Carter donate their time. Either way, they are doing something for others that requires thought and effort. Did these people have to do what they did? The short answer is NO. Most had or have enough money or influence that they can do pretty much anything they want. They just feel a need to give back – to serve.

Then we have people like Mr. Bauman. Mr. Bauman is a former successful restaurant owner in our city. His wife passed away in 2014. After she passed away, Mr. Bauman volunteered at The Banquet, the free meal that local businesses, churches and organizations serve 3 times each week. Mr. Bauman enjoys the meals, visiting with guests, and making new friends. He says he appreciates all the work of the volunteers. Mr. Bauman just turned 95. That's



right, 95 years old and 3 days a week I see him entertaining, sweeping, or swinging a scrub mop with a good amount of authority. Once again, a servant to all, attending The Banquet and helping those in need. My guess is that Mr. Bauman goes home each time he serves with thoughts of “I did something good for someone today” and “My life has meaning. My life has purpose.”

There are lessons to be learned from all the people listed above, but the most important one is service to others. These people understand what it is to be a “servant of all.” When you love people enough to put their needs first, things eventually just fall into place for you. It took me a few years in business to figure this one out, but when it finally hit me, it made a direct hit.

I try to convey “servant of all” to my staff every day. Some get it, some don't. Yes, it's good business to have good customer service. It's also good business to treat your staff with the same “servant” attitude, and then leads to staff treating customers with the same respect. Establishing a culture of “servant of all” will lead to great customer service and longer staff retention. Both are good for the finances too.

A “servant of all” attitude will also lead you to more personal satisfaction than you've ever known. There are some things money just can't buy, and personal satisfaction is one of the top things.

Would I like to live like Mr. Bauman, to the age of 95 and still be active? Absolutely! Will money get me there or keep me alive? No. Will money fulfill my dreams? No. Will serving others make you happy? Yes, it will! Whether I am serving customers at the store or volunteering, will the satisfaction I get from putting others ahead of myself lead to a fulfilling life? YES!

People like Bill & Melinda Gates, Warren Buffett, Jimmy Carter, and Mr. Bauman are my heroes. They share their time and possessions helping others.

Do you still want to be first?  
Be a servant to all!

**Thoughts and ideas from our readers are greatly appreciated. Questions? Comments? E-mail: [jimbarnhardt@msn.com](mailto:jimbarnhardt@msn.com)**

*~Jim*



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- **Dye-related stains** range from ALL inks such as ballpoint, felt tip, gel, stamp pad, and even permanent marker to blood, wine, berry, grass, iodine, betadine, turmeric, hair dye, and more.
- **Oil-related stains** range from make-up, gravy, mustard, tomato, coffee, chocolate, tar, grease, baby formula, machine oil, acrylic paint, and more.

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**Business for Sale:** Vac and Sew shop, established, growing community. Between Tuscon and Phoenix, only shop for 70 mile radius. Selling for health reasons. 25K. [info@thevacdoctor.com](mailto:info@thevacdoctor.com). (1-1)

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**Business for Sale:** Turn-key Sewing Supplies Business FOR SALE. Owner retiring after 43 years. NYS industry leader. Patchogue, NY. Listed at \$199K. Call 1-631-288-6333. (0-0)

**Business for Sale:** Vacuum cleaner sales and service. 35 years of successful operation, upstate NY, Saratoga county. \$166,000 building available. Rent/buy. Store view. [www.hotvac.com](http://www.hotvac.com). Contact David Swinton. 518-587-2177. [Hotvac@hotmail.com](mailto:Hotvac@hotmail.com). (3-3)

**Business for Sale:** Sewing and Vacuum Store for sale. Brands carried: Miele, Riccar, and others. Viking, Pfaff, Brother & Janome. 14 years in Wilmington, DE. \$1,000,000 annual sales at over 50% margins. Turnkey with support. Call for more information. Please, serious inquiries only. 609-352-6111. (0-0)

**Business for Sale:** Perfect time to purchase, Suncoast Vacuum on US41 in Port Charlotte, Florida. Celebrated 40 years in 2017. 2800 sq ft building, Business & inventory, \$670,000 Building lease possible. Booming local area with many multi-million dollar projects including 600m Sunseeker Resort. January 2018 was our highest grossing month ever. Sewing machines sales being added. Contact Paul 941-629-2216, [sales@suncoastvacuum.com](mailto:sales@suncoastvacuum.com).

**Business for Sale:** Move to paradise? 125K. Well established Vacuum, Sewing machine business located at a main intersection in beautiful St Augustine, Florida. Contact [asewvac@gmail.com](mailto:asewvac@gmail.com) (2-6)

**Business for Sale:** Owner retiring after 40+ years. For sale profitable retail sewing machine store servicing tri-state area in North Texas. Built-in repeat service business, loyal clients, and highly-trained staff in desirable high traffic area. Turn-key: all stock, office equipment, tools, gauges, etc.-the works including complete customer list. Sales in excess of \$500,000 annually and growing. Owner will consider partial financing. Priced at \$150,000. Please email [Cjm12400@gmail.com](mailto:Cjm12400@gmail.com) for more information. (2-3)

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The following is a list of members who recently renewed their membership or joined VDTA•SDTA or SEA. This is only a partial list of members. For a complete list of members visit [www.vdta.com](http://www.vdta.com).

## ASSOCIATE MEMBERS

Clover Needlecraft Inc	Ontario, CA	March 2013
Domel	E Rutherford, NJ	Feb 2002
Electro Motor LLC	Piney Flats, TN	March 2003
Floor Care Equipment Ltd	Airdrie, AB, CAN	Feb 2012
H-P Products Inc / Vacuflo	Louisville, OH	Feb 1988
Prym Consumer USA Inc	Spartanbury, SC	Feb 2018

## DEALER MEMBERS

A Block Away Quilt Shop	McAllen, TX	March 2017
A-1 Tri County Vacuum & Sewing Ctr	Beaver Dam, WI	March 2012
AAA Sewing Shoppe Inc	Matthews, NC	Feb 2012
Absolutely Fun Sewing & Embroidery	Murfreesboro, TN	Feb 2012
Aspirateur Vacupro Inc	Pointe-Claire, QC, CAN	Jan 2016
Beal's Vacuum	Fresno, CA	Feb 2010
Beam Of Knoxville Inc	Knoxville, TN	Feb 2002
Bernina Sewing & Fabric Ctr	Billings, MT	Feb 2018
Bluff's Sew & Vac Ctr	Council Bluffs, IA	Feb 2017
Bob's Vacuum	Goleta, CA	Jan 1990
Byrne Sewing Connection	Doylestown, PA	March 2012
Calvert Quilt Shop	Prince Frederick, MD	Feb 2018
Carolina Sew & Vac Ctr	Raleigh, NC	Feb 2018
Chapman Vac and Sew	Edgewater, MD	Feb 2018
Charlie Vacs of Florida	Deerfield Beach, FL	Jan 1991
Clean Home Vacuums Inc	Athens, GA	Feb 2002
Coastal Sewing & Appliance	Wilmington, NC	Jan 1987
Country Sewing Center	Elk Grove, CA	Feb 2010
D and X Group LLC	Deerfield, IL	Feb 2017
Dalton Vacuum & Power Tool	Dalton, GA	Jan 2016
Dunagan's Sew & Vac	Aiken, SC	Feb 2018
English's Sew & Vac	Paducah, KY	Feb 2018
Etobicoke Service	Etobicoke, ON, CAN	Dec 2015
F E Pate Vacuums	Hamilton, OH	March 1996
Find X Designs Inc	Sanford, NC	Feb 2018
Gary's Vacuflo	Portland, OR	Feb 1989
Guarantee Vacuum &	Kokomo, IN	Feb 1989
Hampden Vacuum & Sew Ctr	Mechanicsburg, PA	Feb 1993
Handyman Vac Center	New Holland, PA	Feb 2004

## MEMBER SINCE

High Roller Vacuum	Lower Burrell, PA	Feb 2018
House of Vacuums	Lynchburg, VA	Feb 2018
House of Vacuums & Sewing	Florence, SC	Feb 2018
Humble Sewing Center	Humble, TX	March 2004
Johnson City Sewing Center	Johnson City, TN	Feb 2018
Johnston's Vac & Sew	Richfield, MN	Jan 2017
Jonesboro Sewing & Vacuum	Jonesboro, AR	Feb 2018
Kaukauna Vacuums & Sewing Center	Kaukauna, WI	March 1993
Kent's Vacuum Center	Great Barrington, MA	Feb 2018
Key Grocery and Quilts	Ardmore, OK	Feb 2016
La Mesa Sew and Vac	La Mesa, CA	Sept 1999
Maggie's	Mason City, IA	June 1991
Mccormick Vac-N-Sew Inc	Youngstown, OH	Feb 2006
Meissner Sewing & Vacuum Ctr	Sacramento, CA	Jan 1997
Michael Pupek	San Juan, PR	Dec 1998
Miller Brothers	York, PA	Aug 1982
Mister Sew-Vac Inc	Pitman, NJ	Nov 1981
Modern Appliance Co	Lynbrook, NY	Dec 1985
Montavilla Sewing & Appliance Center	Portland, OR	Nov 1985
Mr C's Vacuum and Sew Ctr	Independence, MO	March 1987
Mulqueen Sewing Center	Mesa, AZ	April 2012
Myers Sewing Machine Co	Colorado Springs, CO	Feb 1995
Napa Valley Vacuum & Sewing	Napa, CA	Feb 1991
New Town Sew & Vac	New Town, PA	Feb 2018
Nic's Vacuums & Small Appliances	San Clemente, CA	Feb 2005
Northside Vacuums	Deland, FL	Oct 1986
Norwalk Vacuum & Sewing	Norwalk, CA	Feb 1996
Nybakke Vacuum Shop Inc	Bloomington, IL	June 1981
Park Vacuum Ctr	St Louis Park, MN	Aug 1987
Precision Sewing Machine Co	Covington, LA	March 2009
Redland's Sewing Ctr	Redlands, CA	Feb 1998
Rickman's Central Vac Co	Lorton, VA	March 1995
Rivergate Sewing and Vacuum Ctr	Madison, TN	Jan 2011
Robinson Sew & Vac	Robinson, IL	Feb 2018
Roosevelt Vacuum	Seattle, WA	Dec 1991
S & S Vac Appl & Sewing Ctr	Poughkeepsie, NY	Nov 1982



Sandy's Sew-N-Vac	Dearborn Heights, MI	Jan 1997	The Vacuum Ctr	Enid, OK	Jan 1995
Sassy Stitches	Franklin, NC	Feb 2018	The Vacuum Clinic Inc	Tuscaloosa, AL	Feb 1996
Sergealot	San Francisco, CA	Jan 2017	The Yardstick	Warnerville, NY	Dec 1999
Sew Biz	Radford, VA	Feb 2018	Threads Of Time	Danville, IL	Feb 2018
Sew Pro's Sewing And Vacuum	El Cajon, CA	Jan 1994	Tony's Sewing Machine Inc	Salisbury, NC	Feb 2018
Sew Vac City	College Station, TX	March 2016	Tri-State Sew & Vac Inc	Sioux City, IA	April 1996
Sewing Source Inc	Lake Villa, IL	March 2010	Twin City Vacuum	Crystal, MN	June 1981
Sharman's Sewing Center	Longview, TX	Feb 1993	Vacuum World & Judy's Sewing LLC	Taylors, SC	Feb 2018
Star D LLC	Abilene, TX	April 2017	Vacuums 4 U LLC	Crofton, MD	Feb 2018
Stewart's Sewing Machines Inc	Mt. Zion, IL	Feb 2003	Viking Sewing And Vacuum	Renton, WA	Feb 2004
Stuart Sewing & Vacuum	Jensen Beach, FL	Jan 2017	Walla Walla Sew & Vac Inc	Walla Walla, WA	Dec 1999
Suck Em-Up Vacuums	Climax, NY	Jan 2014	Wandering Stitches Quilting Studio	Orlando, FL	Feb 2012
Sun West Sales & Marketing	Henderson, NV	Jan 2016	We're Sew Creative	Concord, NC	March 2015
Swanson's Discount Vacuums Inc	Rockford, IL	Feb 1986	Wholesale Vacuums	San Antonio, TX	Feb 2010
The Fig Leaf	Ft. Collins, CO	Jan 2013	<b>INTERNATIONAL MEMBER</b>		
The Golden Needle	Cape Girardeau, MO	Jan 2011			
The Janitors Closet	Salt Lake City, UT	March 2004	Creatrices Broderie Machine	Le Mans, France	Feb 2018
The Preferred Vacuums	Colorado Springs, CO	April 2011			

# ReadiVac®

## STORM

*Elegantly convenient, versatile and cordless!*

### Picks up WET or DRY spills!

- **22.2 volt** Lithium-ion battery - **Powerful!**
- **Wet & Dry pick-up** - **Adaptable** to clean up everyday spills/messes!
- Cleaning time up to **25 minutes**
- **Quieter** than other leading brands
- Accessories: Crevice tool, Dusting brush, Storage/Charging base



View the Video!



DESCO

essco

STEELCITY  
VACUUM COMPANY

Celebrating 100 Years Of Outstanding Customer Service  
SERVICE SINCE 1912  
A.E. CARTER DISTRIBUTING INC.





# Awards at the 2018 VDTA•SDTA Show

***Congrats to the deserving individuals  
who were honored at the Awards Presentation  
on Friday, March 23.***

## HALL OF FAME INDUCTEES

### Patricia (Maddie) Bushman

March 17, 1951 – September 12, 2016

Maddie Bushman, an educator for Janome America, contributed to the sewing world for over 25 years. Her introduction to the dealer network began in Tampa, Florida, where she took on the task of teaching serger classes. While in Florida she and several friends produced a small TV program dedicated to sewing and crafts.

Maddie joined the Janome Educator team October 2002. Her vibrant personality made her an instant favorite among customers, and her tenacity for mastering new programs gave her an edge with new computer technologies. Maddie had a magnetic personality, focusing on full involvement with her students and making sure everyone walked away feeling successful. She was a guest on several PBS television programs in the 90s. She had an affinity for foreign language and this skill allowed her to travel the globe on behalf of Janome, bringing her knowledge to international markets, including Russia, Mexico, and Greece.

Besides her dedication to the Janome family, Maddie volunteered her time to local organizations. When her father was admitted to a Veterans Affairs facility, she visited him almost daily when possible. While there, she noticed the need for hands-on craft sessions, and though it was a challenge with her schedule, she made it work. With the encouragement of staff, she offered weekly craft projects, provided all the supplies, and donated sewing machines to the facility.

Maddie passed away September 12, 2016. Her influence in the sewing world, especially as someone who never failed to be encouraging, inspiring, and kind, will be remembered as she is inducted into the 2018 VDTA•SDTA Industry Hall of Fame.





## Paul LaPonte

Paul LaPonte began work in the sewing industry in 1973. He took a part-time delivery and repair job with the Singer Company while attending college at the University of Washington. He worked there through college and was the Service Center Manager for Singer until 1983. When he left, he joined his wife, Christine, who was operating the small sewing store started by Paul's father in 1982.

In 1985, they founded Quality Sewing & Vacuum Centers with Jerry Belvill, another local dealer. Paul, Christine and Jerry expanded the business from three locations to eight by 1992. Jerry retired in 2002, and today Paul, Christine, and their daughter Carmen have continued to expand and own 12 retail stores in western Washington.

Paul attributes much of his success to the sharing nature of this industry. Through the years, he has learned from and exchanged ideas with dozens of industry leaders, forming lifelong friendships. Taking part in these collaborations, many new programs have been created to meet the changing needs of customers.

Paul has served on the advisory board of VDTA•SDTA for several years and has served as a participant or moderator in many different forums at the annual convention. He has also presented classes on sales and customer service for several sewing vendors including Baby Lock, BERNINA, Brother, Pfaff, and Viking.

In the course of training and developing his own staff, Paul coined the phrase "Finding a Way to Say Yes!" and has made it Quality Sewing's core operating principal to ensure every customer receives excellent customer service. He is a firm believer in the current and future opportunity available in this industry, and can attest to customers appreciating personal service, education, and inspiration. Thanks to this industry, Paul and Christine have enjoyed wonderful opportunities to travel the world. Paul is devoted to his family, and he and Christine have three grown children and six grandchildren. Paul enjoys vacationing with the entire family and sharing new experiences with his grandchildren.



## George Moore

George Moore, owner of Moore's Sewing Centers, is the third generation of his family to enter the sewing and vacuum industry. From the great opportunity to learn to sell alongside his family, George started managing a store for his father, James, at the age of 17 in the mid-1980s. A few years later, he began working outside events and loved the challenge of demonstrating sewing machines to a whole new audience. Working further with his father, they opened several stores in Orange and Riverside counties in California.

Today, Moore's Sewing Centers occupies 6 locations in southern California, with George reaching the milestone of 35 years in business. "George was instrumental in developing, along with Paul LaPonte and Steve Wilson, nearly all the concepts and content of the offsite 'Embroidery Party' now utilized by many dealers and nearly all sewing machine manufacturers," explains Keith Paine, Sales Manager for Brother International. "This has been incredibly valuable for dealers."

George credits his father for giving him experience and opportunity in the industry – from event planning to marketing – and also his older brother Ed who shared the skill of well-scripted demonstrations. Being in business as an independent dealer, George feels particularly grateful for meeting some of the most generous people who are willing to share better business ideas, and for witnessing how a great product can inspire creativity and gain customer loyalty. "It's a great feeling to love your job," says George. "Even when it's difficult, the rewards are much more than money."

Moore's Sewing Centers have earned several top-selling awards with companies such as Brother International, Baby Lock, Pfaff, and Janome. To give back to his community, George participates in events that benefit the American Diabetes Association. His beautiful wife Lorena and three daughters, Miranda, Juliana and Bianca – known as "The Three Stitches" in the store's YouTube videos – share in George's industry achievements and couldn't be more proud.





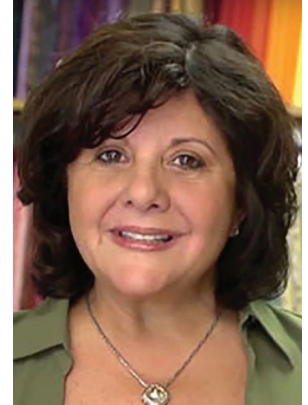
# 2018 AWARDS

## HALL OF FAME INDUCTEES

### Barb Perry

February 15, 1953 – February 21, 2017

Barb Perry was the proud and passionate owner of the Aurora Sewing Center's two locations in Buffalo, New York. As a mother of two, in the mid-1980s Barb started part-time at the Aurora Sewing Center, filling in and quickly finding her love of selling sewing machines. As her children grew, so did her fondness of the sewing industry and involvement within Aurora Sewing Center. She conducted sewing programs in area schools, worked the sales floor, and created and taught classes. By 1992 she established herself as part-owner and a primary driver of BERNINA sales throughout western New York. In 2006, she became the sole proprietor of Aurora Sewing Center's two suburban locations.



Barb was a driven, passionate, people-person who sought a deep connection with customers, employees, peers, and colleagues throughout the sewing industry. She achieved multiple sales achievement awards as a continual top National Machine Dealer. She was also honored with the prestigious 2016 BERNINA Presidential Award in recognition of the BERNINA dealer who best exemplifies the spirit of cooperation and education.

An example of her dedication to educate and keep customers engaged, Barb led the Aurora Sewing Center's Sewing and Embroidery Clubs, and their 300 members. She actively participated with the management and educators of both machine lines she carried – BERNINA and Baby Lock. As the stories go, she was also quite active during annual sewing conventions and conferences with her colleagues. She was all-in, day or night, learning and sharing with all those around her.

Many of her shop-owning colleagues and peers have fondly expressed their admiration of Barb as a businesswoman and friend. She always worked hard to know her customers, enhance their lives, and help them along the way. Barb unexpectedly passed away February 21, 2017, but her contributions to the sewing industry that furthered her colleagues' success and customers' creativity will live on, as she is inducted into the 2018 VDTA•SDTA Industry Hall of Fame.

### Robert L. Hines, Jr.

Robert L. Hines Jr. has dedicated his life to providing quality products and exceptional service to customers. As the owner of Sun Sew

Vac in Alexandria, Virginia, Robert devoted more than 40 years to establishing and maintaining a superior small business.

After selling his first vacuum at the age of 15, Robert knew the industry was right for him. From the early years of buffing out chrome parts on vintage vacuums and learning sales wisdom from those who sold door-to-door, Robert opened his first store in 1975. He never looked back, and today has earned the rating of a 5-Star Business from national sources of review. The *Washington Post* has even described him as the "Maestro" of sewing machine technicians.



Throughout his career, Robert has given back to the community by employing at-risk youth in work study programs, serving on boards of local associations, and by supporting local charities through donations to youth athletics. Joe Gilland, President of Fort Hunt High School Alumni Association, affirms, "Robert is a well-respected figure in the community. His store has provided regular financial support to the local community for school activities. Robert himself has volunteered hundreds, if not thousands, of hours of his own time over the last 42 years to make Alexandria, VA a better place to live."

Speaking of Robert's achievements, Scott Lombardi of Miele USA asks, "Can you imagine someone who demonstrates an exceptional integrity through customer service? That's Robert. It is my great pleasure and honor to endorse Robert Hines for the Hall of Fame." Leading by example, Robert is the first man in and the last man out and sets the standard for generosity and hard work.



# VDTA/EPSTEIN SCHOLARSHIP WINNERS

## Emilee Edman

Emilee Edman is currently a freshman at Snow College in Ephraim, Utah. She is the daughter of VDTA•SDTA Member Kevin Edman, owner of City Wide Vacuum in Salt Lake City. During high school, Emilee competed in the National Federation of Music Festivals, served as a board member of the Community Caring Club, and participated in her church's Young Women's Program. In addition, she has worked as a leadership intern for Camp Invention, a STEM program for children encouraging teamwork and problem-solving. She plans to pursue a career as an elementary teacher and writes:

*"Teachers show children a whole new world outside of their own; whether it is through books or class instruction, field trips and labs. Teachers change lives. I want to become a teacher and help children believe in themselves. I want them to know they can become anything - achieve anything."*



## Ian Proctor

Ian Proctor, son of VDTA•SDTA Member Tom Proctor of Vacuum Cleaner Hospital, attends East Chapel Hill High School in Chapel Hill, North Carolina. With exceptional grades and a love of athletics, Ian is a driven student with plans to attend college. Growing up, Ian has been involved with Boy Scouts, now in the process of earning his Eagle Scout rank. He is a member of the National Honor Society, captain of his Varsity basketball team, and engaged in studies of Social Justice. He intends to earn an undergraduate degree in Exercise Science and become a physical therapist or support staff for collegiate or professional athletics.

*"I want to do this type of work because I love sports and the human body, and I have a passion for helping people. I love giving people the ability to participate in their own healing and, ideally, return to a place where they can compete again whether a professional athlete or a weekend warrior."*





## 2017 INDEPENDENT DEALER OF THE YEAR

# Close to Home

Close to Home operates three stores in the New England region: Glastonbury, Orange, and Southington, Connecticut. Close to Home has won numerous awards from industry sewing machine companies, and in 2014, owners Marilyn and Ron Gattinella were inducted into the VDTA•SDTA Hall of Fame.

Since its establishment in 1982, Close to Home has been a family-owned and operated business.

Marilyn and Ron founded the business and were joined by sons Marc and Paul and daughter Denise. Together, the Gattinella family works together for greater buying power, which they pass on to their customers.

The original Close to Home location in Glastonbury opened as a small quilt shop, but after one year, business was booming and Ron quit his teaching job to work at the store with Marilyn. They expanded and began carrying BERNINA sewing machines and soon took on the Baby Lock, Brother, Janome, Viking, and Singer brands.

Today, all three locations carry quilting fabrics, sewing and quilting notions, batting, patterns, machine accessories, AccuQuilt products, sewing machines, multi-needle embroidery machines, longarms, and two of the locations also carry vacuum cleaners and accessories plus offer service and maintenance. Vacuum brands at these stores include Dyson, Miele, Riccar, and SEBO.

At Close to Home, classes are an integral part of the business for all ages. Events are also offered through the year, some in-house and others at a large venue central to all three stores. The business produces their own videos, the most popular being "Sew What's Happening at Close to Home," which highlights employees, customers,

and schedule updates. The staff created a library of instructional videos they refer to as "Sew How-Know How," available on the Close to Home website and YouTube.

Each Close to Home store values volunteerism, and throughout the year makes quilts for various shelters and Quilts of Valor, items for hospital patients, and participates in other charities.

The Close to Home philosophy about taking care of customers is rather simple: Do whatever it takes to make the customer happy. Each employee embraces their responsibilities to the customer, and each owner their responsibilities of giving employees a cooperative and growth-oriented environment. For advice to other independent retailers, Ron makes one suggestion for maintaining and growing a business: "Someone has to work on the business and not in it."





# VDTA/Epstein Charity Fun Night

Thank you to all who supported the  
VDTA/Epstein Scholarship Fund

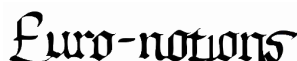
## Table Sponsors:



## Prize Sponsors:



Fit Doctor  
Fresh Wave  
Hotfix Fabrics  
McCall's



## Individual Sponsors:

Miele  
City Wide Vacuum  
A-1 Singer Sewing Center  
Sewing Machine & Vacuum  
North Shore Vacuum  
Envirocare Technologies  
Chicky Chippi LLC  
Coastal Sewing & Appliance  
Singer Sewing of Corpus Christi  
Cape Cod Vacuum



# 2018 New Product Showcase

*Categories include Sewing, Quilting, Embroidery, Vacuum, Central Vac, and Miscellaneous.*

*The winners of the 2018 VDTA•SDTA New Product Showcase can be viewed in May's issue of SQE Professional.*

## **A&E GÜTERMANN CONSUMER DIVISION**

### **A&E Gütermann Thread**

A&E Gütermann thread displays & gift packs.



## **AIROCID**

### **Airocide**

Airocide is a filterless air sanitizing device originally developed by NASA to use aboard the International Space Station. It uses catalyst technology to remove the indoor air problems too small for a filter. VOCs, mold spores, bacteria & viruses are all completely eliminated, leaving crisp, clear breathable air. Join the Clear Air Revolution today!



## **AMERICAN VACUUM DESIGN**

### **zeroG Floating Vacuum System**





# BROTHER INTERNATIONAL

## CV3550 Double-Sided Cover Stitch

Get ready to create a wide range of cover stitches on all types and weights of fabric! Introducing the CV3550 Double-Sided Cover Stitch, featuring 7 stitch options, large workspace, one-touch tension release, free arm, thread cutter and more — all of which can be used for both decorative and constructive applications.



## Entrepreneur 6-Plus PR670E

It's easy to go pro from home with the Entrepreneur 6-Plus. It incorporates the user-friendly features you'd expect to find in any Brother home embroidery machine, together with the speed and finish of a commercial machine. It's so user-friendly and incredibly easy-to-use. Put it to work – or play – for you!

## ScanNCut2 Pattern Collections

Craft the magic with new Disney® cutting files, perfect for paper crafting and sewing projects. Mickey Mouse and Minnie Mouse plus a Princess Collection. Tattered Lace Pattern Collections are beautiful intricate cut files designed by passionate crafter Stephanie Weightman. For use with Brother Cutting machines.





# NEW PRODUCT SHOWCASE

## BERNINA

### BERNINA 5 Series and BERNINA 330 SE

The BERNINA 5 Series machines have been completely re-engineered and come with the BERNINA Hook, a Jumbo Bobbin with 70% extra thread capacity, 8.5" freearm space to the right of the needle, Automatic Thread Cutter, and a 4.3" touchscreen that is easy to navigate.



**BERNINA 535**



**BERNINA 330 SE**



**BERNINA 570**



**BERNINA 590**



**BERNINA 500 with module**

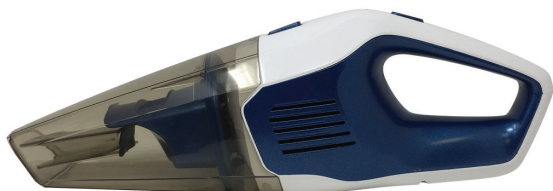
### BERNINA 500

The B 500 is an embroidery-only machine that offers embroiderers Pinpoint Placement, Undo/Redo, Group/Ungroup, Re-arrange design stitch order, Color Wheel, and many more exciting features. Additionally, it has 8.5" of freearm space to the right of the needle, the BERNINA Hook, and a Jumbo Bobbin with 70% extra thread capacity.

## CWP TECHNOLOGIES / READIVAC

### ReadiVac Storm

The ReadiVac Storm is a wet and dry handheld vacuum, cordless, with a rechargeable 22.2v Lithium-ion battery. Great for use in the home, car, RV, and for boat cleaning.



### ReadiVac Eaze

The ReadiVac Eaze is a lightweight convertible stick vacuum with a lighted power nozzle. It easily converts to a handheld vacuum for above floorcare cleaning, and uses a rechargeable Lithium-ion battery.





## CLOVER NEEDLECRAFT

### I Sew For Fun

Who other than Nancy Zieman could conceive of a complete sewing program for a whole new generation of sewing enthusiasts? Working in concert with Clover, Nancy developed 9 key sewing notions products to complement the efforts and developing skill of youthful beginners.



### Wonder Fuse

Wonder Fuse is a premium fusible fabric especially well-suited for appliqué in all forms. It is a soft, lightweight, paper-backed fusible fine enough to bond with all types of fabrics.



## DESCO VACUUM SUPPLY

### The Ascendant Lithium Battery Power Nozzle

With retraction hose central vacuum systems, the Ascendant Battery Nozzle eliminates the reliance of the vacuums' power unit to spin a turbine power brush while cleaning a carpet, and works very efficiently with plush carpets and homes with pets.



With traditional central vacs, the Ascendant Battery Nozzle eliminates the cost of a Dual Volt Hose, or will work with virtually any homeowner's existing central vac hose. In commercial applications, with the ability to connect to virtually any vacuum being used, the nozzle eliminates costly electric hoses and extension cords - and the associated weight - while still providing the consistent brush roll torque necessary to clean all carpet naps!



### CLEAN OBSESSED Powerteam Canister Vacuum #C0763



# NEW PRODUCT SHOWCASE

## DAYLIGHT COMPANY

### Wafer 3 Lightbox

The latest generation of lightweight, ultra-slim lightbox using fully dimmable LED technology is now available in fat quarter size! The Wafer 3 Lightbox provides an even spread of light and emits very low heat. The Wafer Lightbox is ideal for pattern tracing, sketching, stenciling, calligraphy, scrapbooking, embossing, embroidery, appliqué & much more. Supplied with a power adapter.



### Quilta Long Arm Lamp

The Quilta™ long arm quilting lamp has been specifically designed to fit most long arm quilting machines. Fully approved and tested on well-known brands, this lamp requires no tools to be fitted. The secure attachment straps have locking clasps which are fully adjustable to fit different handle shapes and sizes. The arms are flexible and adjustable to allow precise positioning of the shade – exactly where extra light is needed. The rotating shade directs the light to different areas of the quilt.

## EURO-NOTIONS

### SCHMETZ Super Non-Stick Needle

Nonstick coating, extra large eye, special scarf and eye design. The reinforced blade solves annoying skipped stitches and thread breakage caused by sticky adhesives. The machine embroidery dream needle!



## DIME

### Stack 2 Go

Holds 1000m Exquisite spools in 24 different colors. Keeps thread organized and dust-free. Snaps together for easy transport. Comes in single, double, or quad.





## EWBANK LLC

### Zest 2-in-1 Cordless Vacuum with Fragrance

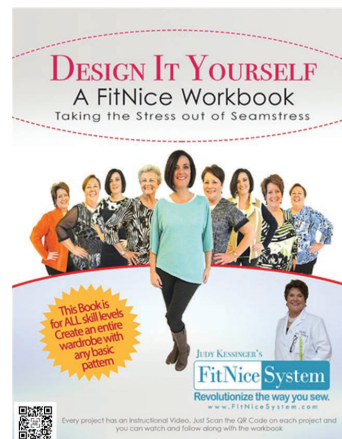
Unique twin chambers with 6 levels of filtration; 22.2v Li-ion battery; up to 40 minutes use; easily changes to handheld mode; great selection of attachments; swivel head; fragrance cartridges included; high speed mode; docking station included.



## FITNICE

### Design It Yourself Workbook

Sew with style and confidence using this one-of-a-kind workbook. Sewing will be easier and stress-free one stitch at a time. Over 80 projects with easy-to-follow instructions, big bold pictures, and best of all... each one is linked to a video right in front of you! Now you can say with pride, "I made this!"



Check it out [www.fitnicesystem.com](http://www.fitnicesystem.com)

## H-P PRODUCTS CENTRAL VACUUM

### MX2500 Builder Unit

The MX2500 power unit by H-P Products is an entry-level builder unit that provides powerful central vacuum performance at an affordable price. Just 20" tall with a 10" diameter, the MX2500 is a top-loading replaceable filter bag unit. 3 Year Warranty. MSRP \$399.



### Prestige Pro Electric Powerhead

The Prestige Pro from H-P Products is a deluxe, 14" wide, 1.8 amp electric powerhead. The Prestige Pro includes a one-piece wand and high-end features including: 6-setting height adjustment, pivoting/rotating neck, headlight, wrap-around bumper, edge-to-edge cleaning channels, 4 rubber wheels, and a jam indicator warning light. MSRP \$329 (includes wand).





# NEW PRODUCT SHOWCASE

## KIMBERBELL DESIGNS

### Dealer Exclusives - Volume 2

Wondering what to teach at Embroidery Club? Would you like to highlight fun embroidery products in your shop? Need a project for new machine owners? Dealer Exclusives provides you with 13 exceptional designs, complete program CD, instructions, PowerPoint presentations for teachers, digital marketing materials, and Shop Guide – plus table top display stand. 1-time purchase price!



## HOME CARE PRODUCTS

### EzClean 360 2-in-1 Bagless Vacuum Tool

Ergonomic hook design dislodges embedded debris. Soft brush cleans bagless vacuum dust cup and inlet. Multiple household uses!

## OESD



### OESD Freestanding Christmas Tree

This fabric and lace tree will warm your heart with its cheerful charm. Decked out in damask details, this tree stands 11" tall when complete and is accented with a lace star on top and a lace tree skirt at its base.

### OESD Freestanding Lace Santa Claus

Stitch Santa with your embroidery machine! Standing 12" tall, this Santa is constructed of fabric and thread. Featuring a classic red coat and cap, lace detailing, and a charming face and beard, Santa will be the highlight of your holiday décor.



## TRI-TECHNICAL SYSTEMS

### AIMsi

AIMsi is a complete Point Of Sale software solution with key features that will handle sales, track inventory, take care of your customers, and more! For additional functionality, you can also include any of our fully integrated, add-on modules and increase your web presence with Active-e, our e-commerce solution.





## PICKLE PIE DESIGNS

### Pickle Pie Designs Presents: A Berry Sweet Embroidery Event

Pickle Pie Designs presents a fun and festive embroidery event program designed to promote your top-of-the-line machines. Our exciting hands-on events feature adorable, EXCLUSIVE projects, swag bags, and special offers to keep customers coming back to your shop month after month.



## JANOME AMERICA

### Janome 6700P



**JANOME 6700P**

## ELNA

### Elna 560/570/Lotus 2/720P



**ELNA 560**



**ELNA 570**



**ELNA LOTUS 2**



**ELNA 720P**



# NEW PRODUCT SHOWCASE

## SHANNON FABRICS

### Cuddle® Sweet Strips™

Sweeten up your Cuddle® collection with this great group of coordinating Cuddle® Strips. The Strips are perfect for everything including design-your-own quilts, binding, small accessories and toys, appliqués, and more! Every package includes 2 each of 18 different 10" Cuddle® Strips in a beautiful table top display box.



## SVP WORLDWIDE

### HUSQVARNA VIKING® EPIC™ 980Q

The EPIC™ 980Q sewing machine was made for sewers, by sewers gearing the sewing experience around your wants and needs through top-of-the-line features: 10.1" capacitive touch screen, JoyOS Advisor™ which includes step-by-step animated and illustrated tutorials, Exclusive Sensor System™ that automatically and continuously senses and adjusts to your fabric, and more.



### PFAFF® creative icon™

The PFAFF creative icon™ sewing and embroidery machine - where perfection meets freedom. This top-of-the-line machine features everything one could hope for in a sewing machine: comprehensive connectivity with wifi and apps, unparalleled power, the market's largest workspace, enhanced Integrated Dual Feed Technology (IDT™), and unprecedented lighting.

### SINGER® Featherweight™ C240

The SINGER® Featherweight™ C240 sewing machine is the first machine in the SINGER® line to feature Integrated Even Feed (IEF). This advanced technology allows you to sew any fabric, & through multiple layers of fabric, without worrying about layers shifting. This is superior sewing in a compact and portable design.





## **SULKY**

### **Cotton+Steel by Sulky Thread Sets**

New 6 and 12 spool collections of 660 yd. spools of 50 wt. Egyptian grown, long-staple 100% cotton threads which perfectly match the Cotton+Steel fabric line. These mighty fine threads are perfectly packaged in a pretty box that will make your customers want to buy two; one for the eye candy and one to use. Ideal for piecing, quilting, and sewing.



## **THE DECORATING DIVA**

### **Sewing Notions, Dressing Mat, and Bag Supplies**

Home of the magic Dressing Mat, *Hold Everything* book, and Quick Clutch Wallet supplies.



**Look for the winners of the New Product Showcase on the VDTA website and in the May issue.**



# EDUCATORS, THANK YOU!

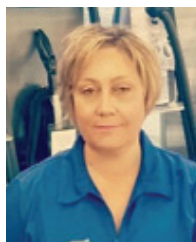
We'd like to extend a huge round of applause for the seminar instructors at VDTA•SDTA 2018. These professionals freely give their time and enthusiasm for expanding the knowledge of our industry, helping you grow your business and meet your goals. We appreciate all that you do!



DJ  
Anderson



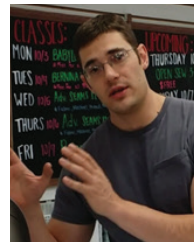
Ken  
Bank



Sandy  
Berkshire



Chris  
Black



Christopher  
Blakeman



Ricky  
Brooks



Christy  
Burcham



Steve  
Butler



Greg  
Calderone



Jeremy  
Chavis



Trevor  
Conquergood



Tamara  
Evans



Connie  
Fanders



Dave  
Ferguson



Judy  
Fredenburgh



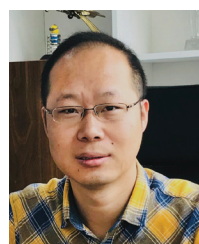
Ron  
Goldkorn



Scott  
Harnden



Travis  
Hickey



Sean Li



Tom  
Hudgin



Deborah  
Jones



Judy  
Kessinger



Paul  
LaPonte



Rhonda  
Lopez





Josh  
May



Jordan  
McCroskey



RaNae  
Merrill



Tracy  
Mooney



Kelly  
Nagel



Grant  
Olewiler



Rhonda  
Pierce



Darlene  
Pollard



Kathi  
Quinn



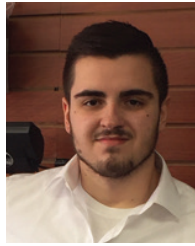
Denise  
Rairdin



Capi  
Saxton



Cheryl  
Sleboda



Evan  
Strittmatter



Josh  
Sutherland



Charles  
Sweeten



Jeff  
Vogel



Wayne  
Walker



Mary  
Wilke



Hope  
Yoder

## Not Pictured:

Peter Ascitutto, Cindy Cummins, Rod Drivstuen,  
Jenna Sackett, Cheryl Pollock and Marie Walters.





# JOIN VDTA • SDTA

## As a new member you'll receive:

- Monthly trade magazines with industry news, tips, and **new ideas**  
*SQE Retailer™* and *Floorcare & Central Vac Professional™*
- **Reduced registration to the VDTA • SDTA International Trade Show**
- Promotional programs that bring customers through your doors  
*Sewing Month* and *Spring Cleaning Month*
- Complimentary marketing postcards – 100 pieces of your choice
- VDTA/Bernie Epstein College Scholarship  
Two annual recipients; up to \$10,000 each
- Opportunity to become *Dealer of the Year*
- Dealer locator on VDTA.com – make it easy for customers to find your store
- Tutorials from VDTA staff on social media and communication technology
- Unity – you are stronger together as an industry
- **NEW** – Check out the new Association insurance plans through  
AHP – Association Health Programs.

**Stand out in your community as a professional when you are  
a member of an international trade association.**

Join today! Apply online at **www.vdta.com**, call us at **800-367-5651**,  
or fill out membership application and fax to 515-282-4483  
or mail to: **VDTA • SDTA, 2724 2nd Ave, Des Moines, IA 50313.**

***With your success comes our success!***



VDTA•SDTA, 2724 2nd Ave. Des Moines, IA 50313

Call 800-367-5651 or fax 515-282-4483 • apply online at [www.vdta.com](http://www.vdta.com)

### Company Information

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Number of stores? \_\_\_\_\_ Years in business: \_\_\_\_\_ Submit Copies of Business and Tax Certificate

### Membership Category

☐ **Independent dealer enrollment: \$110.**

Identified as any dealer whose principal business is the sale of merchandise and services directly to the consumer (end user).

☐ **Associate member: \$625 each year.**

Identified as a wholesale manufacturer/distributor/supplier. Businesses located in the U.S. or International.

☐ **International member: \$150 each year.**

Identified as a dealer not located in the U.S. or Canada.

☐ **Miscellaneous Membership: \$150 each year.**

Includes: Manufacturer representatives, independent consulting firms, and advertising agencies.

#### SEWING\QUILTING

- ☐ Sewing Machines
- ☐ Knitting Products
- ☐ Quilting Machines
- ☐ Longarm Machines
- ☐ Embroidery Machines
- ☐ Sewing Parts/Accessories
- ☐ Notions
- ☐ Fabrics-Fashion/Quilting
- ☐ Sergers
- ☐ Other: \_\_\_\_\_

#### FLOORCARE

- ☐ Hand/Stick Vacuums
- ☐ Central Vacuums
- ☐ Stick/Broom Vacs
- ☐ Water-based Vacs
- ☐ Steam Cleaners
- ☐ Janitorial Products
- ☐ Stain Removers
- ☐ Vacuum Parts/Accessories
- ☐ Backpack Vacs
- ☐ Upright Vacuums
- ☐ Canister Vacuums
- ☐ Air Fresheners
- ☐ Air Purifiers
- ☐ Polishers & Buffers
- ☐ Other: \_\_\_\_\_

#### Dealer Membership & Renewal

1 Year Membership	\$110
2 Year Membership	\$190
3 Year Membership	\$250

#### Multi-Store Membership Renewal

Associate Membership \$625

International Dealer Membership \$150

Miscellaneous Membership \$150

Sewing Educator Alliance Membership \$60

- Do you attend VDTA•SDTA conventions? ☐ Yes ☐ No
- Do you have a repair department? ☐ Yes ☐ No
- Do you teach sewing or quilting lessons in your store? ☐ Yes ☐ No

### Payment Information

All payments must be made in U.S. funds

☐ Check ☐ MasterCard ☐ Visa Amount: \$ \_\_\_\_\_

Cardholder Name (Print): \_\_\_\_\_

Card #: \_\_\_\_\_ (CCV# \_\_\_\_\_) Exp Date: \_\_\_\_\_

Card Registered Address (If different than above): \_\_\_\_\_

Signature: \_\_\_\_\_

Is this a one time membership payment? ☐ Autopay (next membership payment due in 12 months)

☐ This a one time payment, thank you.





## Get Mom-approved clean with Roomba® from iRobot®

Moms just know: Snacks never stay in the bowl. They also know that Roomba® robot vacuums deliver the expert technology to help them take on those everyday messes. With Roomba® from iRobot®, daily dirt doesn't stand a chance.

**Become an iRobot® dealer today.**

[www.irobot.com/volumesales](http://www.irobot.com/volumesales)

**iRobot®**

**Roomba®**  
Robot Vacuum